

Attorney Docket No.: SCEI 18.302 (100809-16225)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Inventors: Ken KUTARAGI et al.

Serial No.: 09/780,995

Filed: February 9, 2001

Title: **IN-CONTENTS ADVERTISING METHOD, IN-CONTENTS
ADVERTISING SERVER, AND PROGRAM-
TRANSFERRING MEDIUM FOR REALIZING IN-
CONTENTS ADVERTISING**

Examiner: Raquel Alvarez

Art Unit: 3688

Confirmation No.: 5881

July 14, 2008

Commissioner for Patents
P. O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT

Sir:

In response to the Final Office action mailed May 15, 2008, please amend the above-identified application as follows: